

Against the Grain

Volume 28 | Issue 4

Article 35

2016

Gale, a part of Cengage Learning, Profile

Follow this and additional works at: <https://docs.lib.purdue.edu/atg>



Part of the [Library and Information Science Commons](#)

Recommended Citation

(2016) "Gale, a part of Cengage Learning, Profile," *Against the Grain*: Vol. 28: Iss. 4, Article 35.

DOI: <https://doi.org/10.7771/2380-176X.7479>

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.

search by connecting them to citable scholarly content that is aligned to introductory college courses across a range of disciplines.

Gale Researcher is a research platform and curriculum tool that provides peer-reviewed articles, images and video content. Working with our colleagues within **Cengage Learning**, we've been able to align content to the scope and sequence of key foundational classes across disciplines. *Gale Researcher* gives students a simple path to materials that are both topically relevant to an area of study and citable for research projects.

The built-in customization capabilities enable librarians to add links to other content — including a professor's content — and helps demonstrate direct, customizable support for key foundational courses. *Gale Researcher* can help drive closer collaboration between the library and classroom — an area we know librarians need support. Virtually all content within *Gale Researcher* can be shared via a persistent URL, allowing direct access from a Learning Management System (LMS) or syllabus.

ATG: *Aside from providing content, it sounds like Gale Researcher is equally helpful as a teaching tool for novice researchers. What role did librarians play in its development? Is there a Website where our readers can preview how this works?*

LM: We surveyed over 600 professors and 400 librarians when testing the initial concept, and over 150 librarians and faculty members were involved in focus groups and user interface testing.

We also tapped into research from our end users — students. We leveraged research from **Cengage Learning's** 21 Voices project, a multi-year, hands-on research program that gathers real-life insights from students about how they learn and what they need to be most successful. Our team also went out on campuses and asked students about how they approach research to understand their first steps when starting a research project.

We also know from surveys such as one we did last year with *Library Journal* — "Bridging the Librarian-Faculty Gap in the Academic Library" — that librarians and faculty need closer collaboration.

This qualitative and quantitative student, faculty and librarian feedback aided in the development of *Gale Researcher*, along with the academics involved in the product's development. Each series of topics is overseen by a series editor, who is a scholar in the area of study. All of our contributors, including editors, have been vetted by an editor in chief (**George Esenwein**, PhD), who is overseeing development of the entire content set.

There is a great video on the *Gale Researcher* Website here (www.gale.com/researcher) that explains clearly the pain points *Gale Researcher* is trying to solve for students, librarians and faculty.

continued on page 49

against the grain company profile

Gale, a part of Cengage Learning

27500 Drake Road, Farmington Hills, MI 48331

Phone: (800) 877-4253 • Fax: (877) 363-4253 • www.gale.com

AFFILIATED COMPANIES: Cengage Learning

OFFICERS: **Paul Gazzolo**, Senior Vice President and General Manager; **Liz Mason**, Vice President of U.S. Product; **Jason Swafford**, Vice President of Software Development; **Jon Peach**, Vice President of Finance; **Terry Robinson**, Senior Vice President and Managing Director for International; **Brian McDonough**, Senior Vice President, North American Sales; **Harmony Faust**, Vice President of Marketing, North America; **Doug Blume**, Executive Director, Human Resources.

ASSOCIATION MEMBERSHIPS, ETC.: The **American Library Association**. **Gale** is a member of **Portico**, and nearly all digital archives are preserved as part of **Portico's D-Collection Service**. **Portico** will make this content available to **Gale's** customers under specifically defined circumstances called "trigger events."

KEY PRODUCTS AND SERVICES: **Gale** offers resources for library users at all ages — whether a pre-K learner, an adult looking to go back to high school to earn an accredited diploma, or a retired learner.

Focusing specifically on the academic market, **Gale** offers a robust array of resources — from the recently announced *Gale Researcher*, a new platform that connects students who may not be comfortable doing college-level research with citable scholarly content that is aligned to introductory college courses, to the millions of pages of digital archives available through the *Gale Primary Sources* program. Some of our most well-known archives include *Eighteenth Century Collections Online (ECCO)* and *Nineteenth Century Collections Online (NCCO)*. Through partnerships with leading institutions around the world, such as the **Smithsonian** and the **National Geographic Society**, we offer digitized primary sources of some of the world's most treasured content. The newly launched *Archives of Sexuality and Gender* and **Gale's Early Arabic Printed Books** resources also demonstrate the diversity in content **Gale** offers.

Readers can learn more at www.gale.com/academic.

CORE MARKETS/CLIENTELE: **Gale** serves users at all types of libraries — school, public and academic, in the U.S. and globally.

NUMBER OF EMPLOYEES: Approximately 500 globally

NUMBER OF BOOKS PUBLISHED ANNUALLY (PRINT, ELECTRONIC, OPEN ACCESS, ETC.):

We publish approximately 300 titles annually (all of which are available as eBooks). Our Thordike Press Large Print imprint publishes about 1500 titles annually.

HISTORY AND BRIEF DESCRIPTION OF YOUR COMPANY/PUBLISHING PROGRAM: **Gale** is a global knowledge provider to libraries that serve school, universities, colleges and communities. **Gale** provides curriculum-aligned content in databases, eBooks, primary source archives and makes it accessible through technology to deliver better learning outcomes.

Gale was founded in Michigan in 1954 by **Frederick Gale Ruffner, Jr.** While working as a market researcher and running into difficulty finding a directory of trade associations, **Mr. Ruffner** saw a need for curated reference content — and an opportunity. **Gale Research Company** was born. The company's first publication, the *Encyclopedia of Associations*, is still published today in digital format.

Now a part of **Cengage Learning**, **Gale** continues to enrich the library environment. We're committed to partnering with libraries to help them change lives in their communities and to showcase their undeniable value, helping solve real problems for real people.

ADDITIONAL ITEMS OF INTEREST TO ATG READERS: On the academic side, supporting digital humanities is a key focus for **Gale**. **Gale** was one of the first publishers to provide customers with access to the data and metadata behind our digital archive collections for text and data mining purposes. The *Gale Primary Sources* platform also offers search visualization (term graphing and term cluster) tools for researchers beginning digital humanities work. **Gale** is also exploring additional services through a sandbox -type offering for researchers.

In addition, through our *Gale Primary Sources* program, we're focused on digitizing more global and diverse content through our network of partner institutions across the world. The recent launches of *Early Arabic Printed Books* and the *Archives of Sexuality and Gender* are examples of this effort. 🌱